

# WCCO

**The Minneapolis-St. Paul  
Station of CBS Radio**

**RATE CARD NO. 22**

**Effective May 1, 1952**

This rate card is published for the convenient reference of advertisers and agencies and is not to be considered as an offer of facilities. Rates subject to change without notice.

# WCCO

**Established 1924**

**CBS RADIO**

A division of Columbia Broadcasting System, Inc.

**625 Second Avenue South, Minneapolis 2, Minn.**

**Phone: Main 1202**

**544 Hamm Bldg., St. Paul 9, Minn.—Phone: Midway 2355**

**Transmitter Location—Anoka, Minn.**

# GENERAL INFORMATION

**1. FREQUENCY-POWER-TIME:** 830 kilocycles. Operating power 50,000 watts. Licensed to operate full time on clear channel. Operates on Central Time (Does Not Observe Daylight Saving Time).

Operating schedule: Weekdays . . . 5:00 AM to 1:05 AM  
Sundays . . . 7:00 AM to 12:00 Midnight

## 2. LENGTH OF COMMERCIAL COPY:

	PROGRAMS	
	Between 6 PM and 11 PM	All other hours
60 minutes . . . . .	6 min.	7 min.
30 minutes . . . . .	3 min.	4.15 min.
15 minutes . . . . .	2.30 min.	3 min.
10 minutes . . . . .	2 min.	2.10 min.
5 minutes . . . . .	1 min.	1.15 min.

Details of commercial copy allowances on network Cooperative programs on request.

**3. NEWS SERVICES:** AP, UP and INS (both press and radio wires). Rates on request.

**4. MUSIC CLEARANCE:** BMI, ASCAP and SESAC licenses. Time rates include music copyright fees, as licensed.

**5. TALENT:** Complete program services available including production, talent, music library and script writing. Rates on request. Programs (either in full or in part) not furnished by, but presented in the studios of WCCO, are subject to additional charges.

**6. TRANSCRIPTIONS:** Electrical transcription equipment includes 33 $\frac{1}{3}$  and 78 rpm vertical and/or lateral double turntables. Columbia Long Playing equipment. Tape reproducers available.

**7. TRANSCRIPTION LIBRARY SERVICES:** Lang-Worth. Prices on request.

**8. INSTANTANEOUS REFERENCE RECORDINGS:** Airchecks furnished to advertisers free of charge once in each 13-week cycle. Additional airchecks \$10.00 each, net, per 15-minute unit or less. Recordings other than airchecks \$15.00 each, net, per 15-minute unit or less.

**9. REMOTE CONTROL:** Programs originating outside of the studios of WCCO are subject to additional charges.

**10. FOREIGN LANGUAGE PROGRAMS:** No commercially sponsored programs in foreign languages.

**11. UNACCEPTABLE PRODUCTS AND SERVICES:** Hard liquor, laxatives, depilatories and other products or services considered unacceptable by the station.

**12. POLITICAL BROADCASTS:** Regular time rates apply. Specific information on request.

**13. COMMISSIONS AND TIME OF PAYMENT:** 15% commission allowed on net charges for station time to agencies recognized by WCCO. Bills rendered and payable weekly unless satisfactory arrangements are made for monthly payments. If such arrangements are made, allowance of the first 2% of gross billing for broadcast facilities or for participations included in the aggregate amount of discount to which any advertiser may be entitled, will be contingent upon payment of charges for facilities or participations on or before the 15th day of the month following the completion of the broadcast week.

**14. CONTRACT REQUIREMENTS:** In some cases contracts will be accepted up to sixty days in advance of initial broadcast. Maximum length of contract—one year. All program content and advertising copy subject to approval of station and must be received at least 48 hours (exclusive of Saturdays, Sundays and holidays) prior to broadcast.



**15. DISCOUNTS:** WCCO provides 2-way discounts based upon the use of broadcast facilities within each 7-day period. These discounts apply in the order shown.

**a. Days Per Week Discount.**

Program periods (under Section I) of any length or in different rate classifications may be combined for Days Per Week Discount...to the extent that the higher priced periods (on basis of one day rate for 1-25 weeks) earn a discount for the lower, but not vice versa. All announcements under Section II, regardless of length or rate classification, may be combined for Days Per Week Discount. Section I and Section II may NOT be combined.

Number of Days in 7-Day Period	Discount
One or two days per wk. . . . .	No discount
3, 4, or 5 days per wk. . . . .	10% from 1-25 wk. one-day rate
6 or 7 days per wk. . . . .	20% from 1-25 wk. one-day rate

**b. Consecutive Weeks Discount.**

Discounts for consecutive weeks applicable to rates listed under Section I or Section II, after deducting applicable Days Per Week Discount, if any. Section I and Section II may NOT be combined.

Number of Weeks	Discount
Less than 26 weeks . . . . .	None
26-51 weeks . . . . .	5%
52 weeks . . . . .	10%

In addition to the above, a special discount of 20% after deducting Days Per Week Discount and applicable Consecutive Weeks Discount, if any, will be allowed on time periods of one hour or longer broadcast 6 days per week prior to 9:00 AM.

Discounts allowed currently on non-cancellable contracts. On other contracts, discounts will be due and payable as earned.

# WCCO RATES

**NOTE:** For the convenience of advertisers and agencies, we list under Sections I and II the net (agency commissionable) rates on various time periods and announcements used from one to six days per week and up to 52 weeks, having deducted in each case the applicable Days Per Week and Consecutive Weeks Discounts as previously shown in Item 15.

These figures **MUST NOT** be used in computing the cost of any combination within Section I or Section II.

## SECTION I. Station Time (without talent)

All discounts are based upon the use of broadcast facilities within each 7-day period.

All rates shown are based on fixed weekly schedules of uninterrupted broadcasting.

### CLASS A

Weekdays—6:00 p.m. to 10:15 p.m.

Sundays—6:00 p.m. to 10:15 p.m.

#### I HOUR:

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	600.00	1200.00	1620.00	2160.00	2700.00	2880.00
26-51 wks.	570.00	1140.00	1539.00	2052.00	2565.00	2736.00
52 wks.	540.00	1080.00	1458.00	1944.00	2430.00	2592.00

#### ½ HOUR:

1-25 wks.	360.00	720.00	972.00	1296.00	1620.00	1728.00
26-51 wks.	342.00	684.00	923.40	1231.20	1539.00	1641.60
52 wks.	324.00	648.00	874.80	1166.40	1458.00	1555.20

#### ¼ HOUR:

1-25 wks.	240.00	480.00	648.00	864.00	1080.00	1152.00
26-51 wks.	228.00	456.00	615.60	820.80	1026.00	1094.40
52 wks.	216.00	432.00	583.20	777.60	972.00	1036.80

**CLASS B**

Weekdays—10:15 p.m. to 10:30 p.m.

Sundays—1:00 p.m. to 6:00 p.m.; 10:15 p.m. to 10:30 p.m.

**1 HOUR:**

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	400.00	800.00	1080.00	1440.00	1800.00	1920.00
26-51 wks.	380.00	760.00	1026.00	1368.00	1710.00	1824.00
52 wks.	360.00	720.00	972.00	1296.00	1620.00	1728.00

**½ HOUR:**

1-25 wks.	240.00	480.00	648.00	864.00	1080.00	1152.00
26-51 wks.	228.00	456.00	615.60	820.80	1026.00	1094.40
52 wks.	216.00	432.00	583.20	777.60	972.00	1036.80

**¼ HOUR:**

1-25 wks.	160.00	320.00	432.00	576.00	720.00	768.00
26-51 wks.	152.00	304.00	410.40	547.20	684.00	729.60
52 wks.	144.00	288.00	388.80	518.40	648.00	691.20

**10 MINUTES:**

1-25 wks.	128.00	256.00	345.60	460.80	576.00	614.40
26-51 wks.	121.60	243.20	328.32	437.76	547.20	583.68
52 wks.	115.20	230.40	311.04	414.72	518.40	552.96

**5 MINUTES:**

1-25 wks.	80.00	160.00	216.00	288.00	360.00	384.00
26-51 wks.	76.00	152.00	205.20	273.60	342.00	364.80
52 wks.	72.00	144.00	194.40	259.20	324.00	345.60

**CLASS C**

Weekdays—7:00 a.m. to 6:00 p.m.

Sundays—12:00 noon to 1:00 p.m.

**1 HOUR:**

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	360.00	720.00	972.00	1296.00	1620.00	1728.00
26-51 wks.	342.00	684.00	923.40	1231.20	1539.00	1641.60
52 wks.	324.00	648.00	874.80	1166.40	1458.00	1555.20

**½ HOUR:**

1-25 wks.	216.00	432.00	583.20	777.60	972.00	1036.80
26-51 wks.	205.20	410.40	554.04	738.72	923.40	984.96
52 wks.	194.40	388.80	524.88	699.84	874.80	933.12

**CLASS C (Continued)****1/4 HOUR:**

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	144.00	288.00	388.80	518.40	648.00	691.20
26-51 wks.	136.80	273.60	369.36	492.48	615.60	656.64
52 wks.	129.60	259.20	349.92	466.56	583.20	622.08

**10 MINUTES:**

1-25 wks.	115.20	230.40	311.04	414.72	518.40	552.96
26-51 wks.	109.44	218.88	295.49	393.98	492.48	525.31
52 wks.	103.68	207.36	279.94	373.25	466.56	497.66

**5 MINUTES:**

1-25 wks.	72.00	144.00	194.40	259.20	324.00	345.60
26-51 wks.	68.40	136.80	184.68	246.24	307.80	328.32
52 wks.	64.80	129.60	174.96	233.28	291.60	311.04

**CLASS D**

Weekdays—6:30 a.m. to 7:00 a.m.; 10:30 p.m. to 11:00 p.m.

Sundays—9:00 a.m. to 12:00 noon; 10:30 p.m. to 11:00 p.m.

**1 HOUR:**

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	300.00	600.00	810.00	1080.00	1350.00	1440.00
26-51 wks.	285.00	570.00	769.50	1026.00	1282.50	1368.00
52 wks.	270.00	540.00	729.00	972.00	1215.00	1296.00

**1/2 HOUR:**

1-25 wks.	180.00	360.00	486.00	648.00	810.00	864.00
26-51 wks.	171.00	342.00	461.70	615.60	769.50	820.80
52 wks.	162.00	324.00	437.40	583.20	729.00	777.60

**1/4 HOUR:**

1-25 wks.	120.00	240.00	324.00	432.00	540.00	576.00
26-51 wks.	114.00	228.00	307.80	410.40	513.00	547.20
52 wks.	108.00	216.00	291.60	388.80	486.00	518.40

**10 MINUTES:**

1-25 wks.	96.00	192.00	259.20	345.60	432.00	460.80
26-51 wks.	91.20	182.40	246.24	328.32	410.40	437.76
52 wks.	86.40	172.80	233.28	311.04	388.80	414.72

**5 MINUTES:**

1-25 wks.	60.00	120.00	162.00	216.00	270.00	288.00
26-51 wks.	57.00	114.00	153.90	205.20	256.50	273.60
52 wks.	54.00	108.00	145.80	194.40	243.00	259.20



**CLASS E**

Sundays—7:00 a.m. to 9:00 a.m.

**1 HOUR:**

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	240.00	480.00	648.00	864.00	1080.00	1152.00
26-51 wks.	228.00	456.00	615.60	820.80	1026.00	1094.40
52 wks.	216.00	432.00	583.20	777.60	972.00	1036.80

**½ HOUR:**

1-25 wks.	144.00	288.00	388.80	518.40	648.00	691.20
26-51 wks.	136.80	273.60	369.36	492.48	615.60	656.64
52 wks.	129.60	259.20	349.92	466.56	583.20	622.08

**¼ HOUR:**

1-25 wks.	96.00	192.00	259.20	345.60	432.00	460.80
26-51 wks.	91.20	182.40	246.24	328.32	410.40	437.76
52 wks.	86.40	172.80	233.28	311.04	388.80	414.72

**10 MINUTES:**

1-25 wks.	76.80	153.60	207.36	276.48	345.60	368.64
26-51 wks.	72.96	145.92	196.99	262.66	328.32	350.21
52 wks.	69.12	138.24	186.62	248.83	311.04	331.78

**5 MINUTES:**

1-25 wks.	48.00	96.00	129.60	172.80	216.00	230.40
26-51 wks.	45.60	91.20	123.12	164.16	205.20	218.88
52 wks.	43.20	86.40	116.64	155.52	194.40	207.36

Periods longer than one hour pro rata of 1-25 week one-hour rate less applicable discounts.

¾ hour—80% of 1-25 week one-hour rate less applicable discounts.

10 minutes—80% of 1-25 week 15-minute rate less applicable discounts.

5 minutes—50% of 1-25 week 15-minute rate less applicable discounts.

## SECTION II. Announcements

All discounts are based upon the use of broadcast facilities within each 7-day period.

All rates shown are based on fixed weekly schedules of uninterrupted broadcasting.

*NOTE: starting time of announcements determines rate classifications.*

### Station Breaks & 1-Minute Announcements

#### CLASS A

Weekdays—5:59 p.m. to 10:15 p.m.

Sundays—5:59 p.m. to 10:15 p.m.

#### STATION BREAKS—25 words or 15-second transcriptions

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	95.00	190.00	256.50	342.00	427.50	456.00
26-51 wks.	90.25	180.50	243.67	324.90	406.12	433.20
52 wks.	85.50	171.00	230.85	307.80	384.75	410.40

#### CLASS B

Weekdays—10:15 p.m. to 10:30 p.m.

Sundays—12:59 p.m. to 5:59 p.m.; 10:15 p.m. to 10:30 p.m.

#### STATION BREAKS—50 words or 20-second transcriptions

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	65.00	130.00	175.50	234.00	292.50	312.00
26-51 wks.	61.75	123.50	166.72	222.30	277.87	296.40
52 wks.	58.50	117.00	157.95	210.60	263.25	280.80

#### ONE MINUTE — live (125 words) or transcribed

1-25 wks.	80.00	160.00	216.00	288.00	360.00	384.00
26-51 wks.	76.00	152.00	205.20	273.60	342.00	364.80
52 wks.	72.00	144.00	194.40	259.20	324.00	345.60

**CLASS C**

Weekdays—6:59 a.m. to 5:59 p.m.

Sundays—11:59 a.m. to 12:59 p.m.

**STATION BREAKS—50 words or 20-second transcriptions**

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	57.00	114.00	153.90	205.20	256.50	273.60
26-51 wks.	54.15	108.30	146.21	194.94	243.68	259.92
52 wks.	51.30	102.60	138.51	184.68	230.85	246.24

**ONE MINUTE—live (125 words) or transcribed**

1-25 wks.	72.00	144.00	194.40	259.20	324.00	345.60
26-51 wks.	68.40	136.80	184.68	246.24	307.80	328.32
52 wks.	64.80	129.60	174.96	233.28	291.60	311.04

**CLASS D**

Weekdays—6:29 a.m. to 6:59 a.m.; 10:30 p.m. to 11:00 p.m.

Sundays—8:59 a.m. to 11:59 a.m.; 10:30 p.m. to 11:00 p.m.

**STATION BREAKS—50 words or 20-second transcriptions**

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	47.50	95.00	128.25	171.00	213.75	228.00
26-51 wks.	45.12	90.25	121.84	162.45	203.06	216.60
52 wks.	42.75	85.50	115.42	153.90	192.37	205.20

**ONE MINUTE—live (125 words) or transcribed**

1-25 wks.	60.00	120.00	162.00	216.00	270.00	288.00
26-51 wks.	57.00	114.00	153.90	205.20	256.50	273.60
52 wks.	54.00	108.00	145.80	194.40	243.00	259.20

**CLASS E**

Sundays—6:59 a.m. to 8:59 a.m.

**STATION BREAKS—50 words or 20-second transcriptions**

Per week	1 day	2 days	3 days	4 days	5 days	6 days
1-25 wks.	40.00	80.00	108.00	144.00	180.00	192.00
26-51 wks.	38.00	76.00	102.60	136.80	171.00	182.40
52 wks.	36.00	72.00	97.20	129.60	162.00	172.80

**ONE MINUTE—live (125 words) or transcribed**

1-25 wks.	50.00	100.00	135.00	180.00	225.00	240.00
26-51 wks.	47.50	95.00	128.25	171.00	213.75	228.00
52 wks.	45.00	90.00	121.50	162.00	202.50	216.00

## Announcement & Participation Programs

**"MR. NOBODY"**—Monday through Friday afternoons, one-minute announcements, live (125 words) or transcribed.

**"DARRAGH ALDRICH"**—Saturday morning only, one-minute announcements, live (125 words) or transcribed.

**"MUSIC MADE IN USA"**—Monday through Friday afternoons, one-minute announcements, live (125 words) or transcribed.

**"NEWS WITH STEWART MACPHERSON"**—Monday through Friday afternoons, one-minute announcements, live (125 words) or transcribed.

Regular Class C rates apply to participation programs listed above. Announcements on these programs may be combined with other announcements under Section II for 6 Days Per Week Discounts.



## SECTION III. Special Features

**NOTE:** *Broadcasting under this section may not be combined with other services for discount purposes.*

**HOUSEWIVES' PROTECTIVE LEAGUE** — Monday through Saturday, mid-afternoon. (Sold only in combination with Sunrise Salute. See below.)

**SUNRISE SALUTE** — Monday through Saturday, 5:30 a.m. to 6:30 a.m.

Participations: \$250.00 per week.

No further discounts.

Prices subject to agency commission.

(Also sold in combination with Housewives' Protective League. See below.)

**HOUSEWIVES' PROTECTIVE LEAGUE and SUNRISE SALUTE Combination** (alternate week-days on HPL and SS).

Participations: \$330.00 per week on contracts of less than 13 weeks firm.

\$300.00 per week on firm contracts of 13 weeks or longer.

No further discounts.

Prices subject to agency commission.

THE UNIVERSITY OF CHICAGO

LIBRARY

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# Represented by CBS Radio Spot Sales

## **NEW YORK**

**485 Madison Avenue, Plaza 5-2000**

## **CHICAGO**

**410 North Michigan Avenue, Whitehall 4-6000**

## **LOS ANGELES**

**Columbia Square, Hollywood 9-1212**

## **DETROIT**

**902 Fisher Building, Trinity 2-5500**

## **SAN FRANCISCO**

**Palace Hotel, Yukon 2-7000**

## **MEMPHIS**

**63 S. Main Street, Memphis 37-8612**

## CBS Radio Spot Sales represents:

**New York: WCBS**

**Chicago: WBBM**

**Los Angeles: KNX**

**Philadelphia: WCAU**

**Minneapolis-St. Paul: WCCO**

**Boston: WEEI**

**St. Louis: KMOX**

**San Francisco: KCBS**

**Charlotte: WBT**

**Richmond: WRVA**

**Washington: WTOP**

**Salt Lake City: KSL**

**Birmingham: WAPI, WAFM**

**Columbia Pacific Network**

**Columbia California Network**

**Beehive Radio Network**

## **CBS RADIO SPOT SALES**

**RADIO STATIONS REPRESENTATIVE...A SERVICE OF CBS RADIO**

*Book*

# WCCO

